

Abstract of the Disclosure

The current invention is a listening supplement that provides an additional or alternative of news delivery for readers of periodical publications and a process for establishing the same. The listening supplement is contained as a bound insert to a periodical. The listening supplement has highlights or "cover stories" read by an editor or author of the story (Newscaster, Public Relations professional, Public Radio announcers, etc.). The listening supplement contains any subject matter chosen periodical publication. Furthermore, the listening supplement provides a medium for advertisers to reach their target audience. The listening supplement is stored in a bi-folded carrier device with a clear plastic front and an envelope flap on back. The carrier consists of a single sheet of paperboard folded along a bi-fold line with an envelope flap on the back of one side of the bi-fold (See FIG. 4) and a paperboard on the other side (See FIG. 2).